

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] NOVEMBER-DECEMBER 2018

Paper Code: BAJMC-305

Subject: Event Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Write short note on any three of the following:-

(3x5=15)

(a) SC's of Event Management

(b) Event Budget

(c) Ethics in Event Planning

(d) Trade Shows

(e) Role of Government in Event Planning

Q2 What is an event? How event is a communication and marketing tool?

(15)

OR

What do you mean by event management? What are its elements?

(15)

Q3 Discuss role and importance of an event management company with its organizational structure.

(15)

OR

Event Management company works as a liaison between client and customer. Explain with suitable example.

(15)

Q4 Enumerate the event management process. What are the challenge faced by an event organizer?

(15)

OR

What are the tools of event promotion? How will you promote an event on social media?

(15)

Q5 Why evaluating an event is important? What are the steps involved in it?

(15)

OR

Enumerate the step involved in planning a Media Fest? How events can be made a success?

(15)

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